

1. A thermosensitive recording material comprising a base sheet, optionally a base coating, a thermosensitive coating on one surface of said base sheet or the surface of said base coating when present, and a backcoating on the surface of the base sheet opposite the thermosensitive coating, wherein said backcoating incorporates an optically variable thermochromic compound and said backcoating additionally having thereon a flexographic, lithographic, wet-offset printed, gravure, or inkjet printed image.

2. A thermosensitive recording material comprising a base sheet, optionally a base coating, a thermosensitive coating on one surface of said base sheet or the surface of said base coating when present, and a backcoating on the surface of the base sheet opposite the thermosensitive coating, wherein said backcoating incorporates an optically variable thermochromic compound and said backcoating additionally having thereon a flexographic, lithographic, wet-offset printed, gravure, or inkjet printed visible image.

3. A recording material as in claim 2, wherein the optically variable thermochromic compound provides a color change that can be sensed by a naked human eye when heated to a temperature of 21°C to 51°C.

4. A recording material as in claim 2, wherein the thermochromic compound comprises from 1 wt% to 50 wt% of the backcoating based on a total solids.

5. A recording material as in claim 2, wherein the thermochromic compound is microencapsulated.

6. A recording material as in claim 2, wherein the thermochromic compound changes color when cooled to a temperature below 12°C.

7. A recording material according to claim 2, wherein the backcoating has a thickness of 0.05 – 2.0 mils.

8. A recording material according to claim 1, wherein the printed image is a flexographic printed image.

9. A recording material according to claim 2, wherein the printed image is a visible flexographic printed image.

10. A recording material according to claim 1, wherein the printed image comprises a pigment of carbon black, cadmium, primrose, cobalt oxide, or nickel oxide.

11. A recording material according to claim 2, wherein the visible printed image comprises a pigment of carbon black, cadmium, primrose, cobalt oxide, or nickel oxide.

12. A recording material according to claim 11, wherein the pigment is carbon black.

13. A recording material according to claim 11, wherein the pigment is cadmium.

14. A recording material according to claim 11, wherein the pigment is primrose.
15. A recording material according to claim 11, wherein the pigment is cobalt oxide.
16. A recording material according to claim 11, wherein the pigment is nickel oxide.